

Message Text

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21

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INFO USDOC
AMEMBASSY KUWAIT
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY JIDDA
AMEMBASSY BAGHDAD

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EO 11652: NA

TAGS: BEXP, IR

SUB: TRADE MISSION SCHEDULE - 1975 - SPRING 1976: TEHRAN

1. EMBASSY'S UNDERSTANDING OF STATUS OF REMAINDER PROPOSED TRADE MISSIONS THROUGH THE END OF MAY 1976 SEASON FOLLOWS (SUMMARIZING MATERIAL IN PREVIOUS MESSAGES ON THE TEN (10) INDIVIDUAL MISSIONS):

2. CHEMICAL PROCESSING DECEMBER 5-12. ADVANCE MAN HAS BEEN IN TEHRAN, PLANS WELL UNDER WAY.

3. MARYLAND (IOGA) - HOSPITAL/MEDICAL THEME: JANUARY 9-14. ADVANCE MAN EXPECTED SOME TIME DECEMBER (HIS ITINERARY UNDER REVIEW).

4. MICHIGAN (IOGA) - HOSPITAL EQUIPMENT THEME: FEBRUARY 22-27. ADVANCE MAN (MICHIGAN DEPARTMENT OF COMMERCE REP IN EUROPE) EXPECTED MID-TO-LATE JANUARY.

5. NORTH CAROLINA (IOGA) - CONSTRUCTION EQUIPMENT/MATERIALS THEME: MARCH 2-9. ADVANCE MAN HUNTER POOLE SPENT SEVERAL DAYS TEHRAN MID-NOVEMBER. INCLUSION ON ITINERARY UNDER REVIEW. POOLE WILL ADVISE USDOC/EMBASSY OF FINAL DECISION.

6. INDIANA (IOGA) - PREFABRICATED HOUSING/CONSTRUCTION/BUILDING
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MATERIALS THEME: EMBASSY URGED THAT INDIANA DEFER TEHRAN STOP

PLANNED FOR THIRD WEEK MARCH AS THIS CONFLICTS WITH NO-RUZ HOLIDAY. AWAITING STATE/USDOC ADVICE.

7. SOUTH CAROLINA (IOGA) - CONSTRUCTION THEME: APRIL PERIOD SUGGESTED. EMBASSY HAS CONCURRED WITH CAVEAT THAT IF INDIANA SHIFTS TO APRIL GROUP, WILL HAVE TO BE SCHEDULED CAREFULLY TO AVOID CONFLICT WITH INDIANA AND WITH USTC BUILDEX SHOW CURRENTLY SCHEDULED LAST WEEK APRIL.

8. TEXAS (IOGA) - HORIZONTAL MISSION: EMBASSY CONCURRED IN MAY SCHEDULE. AWAITING FIRM DATES.

9. EXPORT ACTION TEAM (IOGA) - AGRICULTURAL EQUIPMENT THEME: EMBASSY HAS CONCURRED MAY SCHEDULE, ASSUMING THAT TEXAS AND EXPORT PRESENCE WILL BE SPACED CAREFULLY. REVIEW OF PRODUCT LINES PROMISED AFTER CONCLUSION AGWA FOOD FAIR BEING TRANSMITTED SEPTEL.

10. TENNESSEE TRADE MISSION: DIRECTOR OF INFORMATL BUSINESSMAN'S TOUR, THERON RICE, JR., INDICATED GROUP MAY RETURN IN SPRING. RICE ADVISED AVOID NO-RUZ AND COORDINATE CLOSELY WITH STATE/USDOC AS TRADE MISSION SCHEDULE ALREADY HEAVY.

1. PORTS AND SHIPPING MISSION (TO INCLUDE RAILROADS): EMBASSY RESPONSE (TEHRAN 7488) SUGGESTED PORT THEME HAD BEEN ADEQUATELY COVERED BY APRIL 1975 TRADE MISSION AND THAT RAILROADS MIGHT BETTER BE PURSUED AT THIS TIME THROUGH MEDIUM OF US-IRAN JOINT COMMISSION TRANSPORTATION STUDY GROUP. WHAT IS CURRENT THINKING ON INCLUSION MISSION WITH TRANSPORTATION INFRASTRUCTURE THEME IN THIS SEASON'S SCHEDULE? TECHNOLOGY SPECIALIZED TRADE FAIR SCHEDULED APRIL 29-MAY 2 INCLUDES TRANSPORTATION INFRASTRUCTURE (SEE TEHRAN AIRGRAM 144 OF JULY 4, 1975 FOR DESCRIPTION.

12. EMBASSY HAS INDICATED IN COMMENTS ON ALL MISSIONS THAT ENTHUSIASM FOR SUBJECT MISSIONS SHOULD BE TEMPERED BY CHANGES IN GOVERNMENT ATTITUDES TOWARD BUDGETING, ALLOCATION, AND EVALUATION PROCESSES FOR MAJOR PROJECTS AND BY REALIZATION THAT MARKET FOR MANY THEMES (MEDICAL EQUIPMENT, ENGINEERING/ARCHITECTURAL CONSULTANTS, GENERAL CONTRACTORS, ETC.) HAS BEEN OR WILL BE SATURATED. ALTHOUGH SUBSTANTIAL MARKET OBVIOUSLY EXISTS, TAPPING IT IS MORE DIFFICULT
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THAN IN MANY OTHER AREAS OF THIS PART OF WORLD AND SOME BUSINESSMEN IN CERTAIN CATEGORIES MIGHT WEIGH DESIRABILITY OF COMING INDIVIDUALLY OR IN SMALL GROUPS (3-4) AND SPENDING MORE TIME THAN IOGA TRADE MISSION FORMAT PERMITS. AS SUGGESTED ABOVE, STATE/USDOC MAY ALSO WISH ADVISE SOME COMPANIES OF ALTERNATIVE PARTICIPATING IN SPECIALIZED AFFAIRS DIRECTLY THROUGH IRAN FIAR CORPORATION.

13. REQUEST CONFIRMATION OR CHANGES ON PENDING ITEMS AS INDICATES.

HELMS

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